2019–2020
ANNUAL REPORT

STRATEGY | CONNECTION | CHALLENGE

ACEC
American Council of Engineering Companies

STRATEGY | CONNECTION | CHALLENGE

TABLE OF CONTENTS

1 STRATEGIC VISION, DEEPENING CONNECTION AND UNPRECEDENTED CHALLENGE

2 STRATEGY: THE STRATEGIC VISION – STRATEGIC PLAN

5 STRATEGY: RAISING OUR PROMINENCE – ADVOCACY AND PAC

8 STRATEGY: TELLING OUR STORY – COMMUNICATIONS

10 STRATEGY: GROWING THOUGHT LEADERSHIP – ACEC RESEARCH INSTITUTE AND PRIVATE MARKETS

14 CONNECTION: OUR FEDERATION

22 CONNECTION: EVENTS AND EDUCATION

26 CHALLENGE: COVID-19 RESPONSE – ADVOCACY, COMMUNICATIONS, EDUCATION, MEETINGS, AND MEMBERSHIP/FEDERATION

32 FINANCIALS

33 MESSAGE FROM THE 2020-2021 ACEC CHAIR

STRATEGIC VISION, DEEPENING CONNECTION AND UNPRECEDENTED CHALLENGE

The past year has been one of strategic focus, deepening connections, and unprecedented challenge for ACEC and the businesses we serve.

We embarked on a new **strategic vision** to grow the Council into *the* preeminent thought leader in the built environment. This sweeping mandate encompasses the broad spectrum of firms that supply engineering and affiliated services and reflects the impact of technological innovation and evolving client demands for a more resilient, sustainable, and equitable world.

ACEC has made critical investments across the organization to raise our prominence. We launched the ACEC Research Institute to provide industry-leading research and analysis; grew our political footprint with our Capitol Hill townhouse for PAC events and advocacy meetings; and co-hosted in Las Vegas the first infrastructure forum featuring leading candidates for the presidency, giving us direct access to the most important players at the highest level of American politics.

We also made strides to **deepen the connection** between our 52 state and metro Member Organizations and the National office. We have implemented immersive training programs for MO staff, expanded educational offerings, and increased our resources for firms in private markets. We are stronger together.

These efforts served the Council well as it responded to the **unprecedented challenges** brought on by the COVID-19 pandemic.

As the pandemic took hold, ACEC seamlessly pivoted to crisis response. We had three goals:

- To ensure engineering was considered essential, ensuring the industry's viability as the economy ground down;
- To protect our Member Firms' cash flow and access to federal aid programs; and
- To connect our members to each other and to the critical information needed in an uncertain time.

In record time, ACEC launched our Rescue/Recover/Rebuild education and advocacy program. We held our first virtual Board of Directors meeting, inaugurated a 50-state grassroots lobbying program, presented dozens of free roundtables and educational webinars, and held weekly calls with MO leaders to share information and best practices.

Even though we are now working in a new socially distant, virtual workplace, the Council's connections have never been stronger.

The COVID-19 pandemic has caused a tsunami of change that has seemed unrelenting in its scope and effect. But like all crises, it will eventually end. We will survive the pandemic and come out stronger for it. We genuinely believe that when we look back at this year of challenge, we will see ACEC at its best.

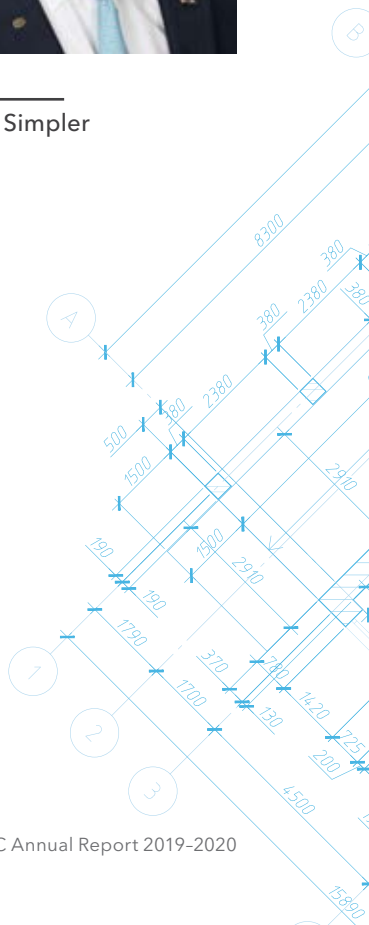
Sincerely,

Linda Bauer Darr
President & CEO

Mitch Simpler
ACEC Board Chair 2019-2020

Linda Bauer Darr

Mitch Simpler



"From start to finish, the development of ACEC's strategic plan was inclusive. ACEC gathered input from members, Member Organizations, and others both inside and outside the engineering industry to set an ambitious and values-driven course for our federation. Our ACEC/MA Board of Directors and members are enthusiastic about focusing on these key priorities on the local level. Seeing the plan in practice, I'm confident we're heading in the right direction both nationally and in our state."

Abbie Goodman
Executive Director
ACEC/MA

STRATEGIC VISION

Strategic Planning Committee Chair Greg Kelly addresses the Board at the 2019 Fall Conference

A year of reflection and analysis culminated in the official adoption of the ACEC strategic plan by a unanimous vote of the Board of Directors during the 2019 Fall Conference in Chicago.

Setting a bold and audacious vision for the Council, the ACEC strategic plan is the blueprint that emphasizes ACEC's efforts to become **the** thought leader driving the delivery of valued engineering and other professional services for a better world. The plan empowers ACEC to become a critical resource for the development of business strategy for Member Firms, to embody inclusion and diversity, and build a trusted platform to communicate engineering's essential value to society.

The strategic plan is structured by a framework of five specific objectives:

1. **Leading Business Strategy** to make ACEC a critical resource for the development of business strategy for Member Firms.
2. **Embodying Inclusion and Diversity** to have ACEC recognized as an organization that welcomes, includes and professionally develops members from diverse backgrounds.
3. **Expanded and Influential Membership** to broaden the Council's representation of a changing and evolving industry.
4. **Essential Value to Society** to reaffirm engineering's essential role in the built environment and the quality of life of every American.
5. **Vibrant Member Engagement** to expand and deepen member participation in the Council and political activities.

4

After its adoption by the Board, the Council outlined the tools, tactics and resources needed to follow through. Throughout the fall of 2019 and into the spring of 2020, ACEC's staff worked to realign existing programs and build out new capabilities. Some of the work to implement the plan include:

Leading Business Strategy:

- Enhanced ACEC's legislative and PAC strategy by leasing an ACEC-branded Capitol Hill townhouse venue for events connecting industry thought leaders and key elected leaders and their staff.
- Sponsored the first-ever presidential candidate forum on infrastructure, giving the Council national visibility and access to Democratic presidential candidates including Democratic nominee Joe Biden.
- The ACEC Research Institute appointed a board of industry leaders and kicked off the development of essential industry research, including a project on QBS.
- Fighting commoditization of engineering by working with Congress to promote the use of lump-sum contracts by state DOTs, defeating in-sourcing efforts in the House, and urging enforcement of federal QBS and FAR requirements.

"The plan survived the first test, the pandemic. Even throughout the crisis the plan stayed true to who we were and the pillars remained strong."

Kasey Anderson, CAE
Executive Director
ACEC Tennessee

Embodying Inclusion and Diversity:

- ACEC is reviewing unconscious bias in the Council and evaluating its path to leadership among volunteers to encourage diversity.
- ACEC is examining its membership through surveys of MOs to gain insights into current diversity representation among the states.
- ACEC's Women in Leadership group held a widely attended reception at the 2019 Fall Conference and four steering committee meetings throughout the year as it works to expand engagement in ACEC of members from diverse backgrounds.

Expanded Influential Membership:

- ACEC has dramatically improved its outreach to private market firms through market briefings, roundtables, greater involvement with the Design Professionals Coalition (DPC) and personal outreach from the CEO.
- ACEC is developing a strategy to grow non-dues revenue through sponsor and exhibitor opportunities.

Essential Value to Society:

- Retooling the Young Professionals Community to encourage greater participation and give the next level of leaders a stronger voice in the Council.
- Expanding the use of social media to promote ACEC's policy goals.

Vibrant Member Engagement:

- ACEC has increased its direct communication with CEOs, along with offering a more robust schedule of roundtables, podcasts, and targeted C-suite communications to reinforce the Council's value.
- To promote engagement of ACEC's former volunteer leaders, ACEC has increased its outreach to the Fellows program and is working to leverage experienced volunteer leaders to reinforce the Council's value to current and prospective members.

RAISING OUR PROMINENCE

ACEC dramatically raised its prominence on Capitol Hill and in the administration over the past year. This heightened status has increased our access to national leaders and given us more input into the decisions that affect our industry and the national economy.

In November, Mitch Simpler and Chair Emeritus Manish Kothari accompanied U.S. Secretary of Commerce Wilbur Ross on a trade mission to Southeast Asia. ACEC was the only trade association on the mission and was successful in winning a regulatory change in Indonesia that makes it easier for U.S. firms to operate in the country.

In February, ACEC co-hosted the "Moving America Forward" presidential candidate forum in Las Vegas to put the election-season spotlight on the need for increased infrastructure spending. Mitch Simpler had the opportunity to sit down with Democratic nominee Joe Biden and press our case for substantially boosting federal infrastructure funding.

With the onset of the pandemic in March, ACEC refocused its advocacy and education resources to help firms maintain cash flow. We lobbied to make infrastructure "essential," secured new tax and loan programs, and provided free educational programming to help firms understand how to use the new benefits.

In April, ACEC was the only engineering industry trade association to be invited to join the White House Task Force focused on re-opening the economy in the wake of the COVID-19 pandemic.

Later in April, ACEC launched a national grassroots campaign, mobilizing our "citizen lobbyists" in support of an infrastructure-based economic recovery agenda.

Mitch Simpler greets Indonesian President Joko Widodo

"ACEC, working in conjunction with the U.S. Department of Commerce, played a key role in quickly resolving the Regulation 9 licensing issue. In our decades of experience in Indonesia, the licensing structure has fostered tremendous collaboration between U.S.-based engineering and construction companies and our Indonesian partners."

Stuart Shaw
Vice President, Risk Management & Government Affairs/Legal Counsel, Black & Veatch

Mitch Simpler meets Democratic presidential nominee Joe Biden at the Moving America Forward forum in Las Vegas

Major Advocacy Wins

REPEALED: Scheduled rescission of $7.6 billion in federal highway funding—originally included in the FAST Act—that would have resulted in significant cuts to state DOT highway programs.

EXTENDED: The Section 179D energy-efficient commercial buildings deduction and the Section 45 production tax credit for renewables through 2020.

DEFEATED: Proposed amendments to the House transportation bill mandating that only public agency employees perform construction engineering and inspection activities and requiring DOTs to perform flawed cost-benefit analyses before contracting out for engineering and design services.

SECURED: Funding for transit agencies and airports in CARES Act pandemic relief package.

WON: The inclusion of various tax provisions to support cash flow during the pandemic in stimulus packages, as well as the Employer Participation in Repayment Act in the CARES Act, allowing employers to contribute tax-free to their employees' student loans in 2020.

EXTENDED: Paycheck Protection Program loans and increased flexibility on loan forgiveness. Eighty-nine percent of ACEC Members Firms with 500 or fewer employees applied for and received approval for a PPP loan.

HOSTED: Colombian Ambassador to the United States Francisco Santos at ACEC Headquarters.

APPOINTED: Former ACEC Chair Bill Howard was appointed President of FIDIC.

APPOINTED: ACEC Chair Emeritus Manish Kothari was named chair of FIDIC's International Financial Institutions Committee.

Past Chair Satch Pecori testifies before the House Transportation and Infrastructure Committee

2020-2021 ACEC Board Chair Charles Gozdziewski speaks with Senator Durbin, D-Ill., at the ACEC townhouse

ACEC/PAC

For the fourth consecutive year, ACEC/PAC set a fundraising record in 2019, raising $1,102,528. Forty-two Member Organizations reached their 2019 goal and ACEC New York set a record for an MO by raising $93,235.

ACEC/PAC is now in the top 2 percent of all federal PACs. It is the largest PAC in the Design-Build industry, the 18th largest PAC among all National Trade Associations, and #50 in all Trade and Corporate PACs in Washington, D.C.

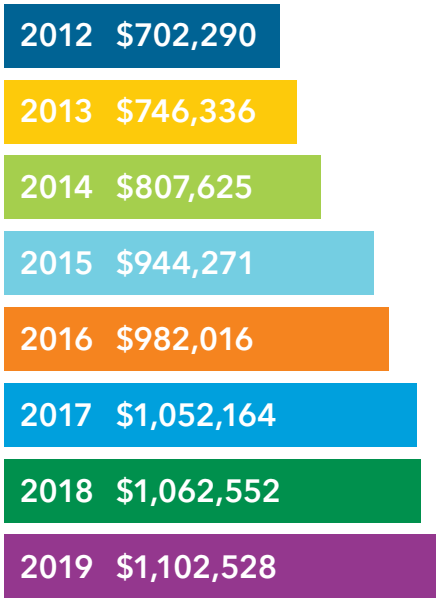
Over the past four election cycles, candidates supported by ACEC/PAC have won more than 93 percent of their races.

A record 24 individuals reached our Capitol Club level in 2019, contributing the maximum $5,000 for the year, an increase of 20 percent over 2018. We already have 30 Capitol Club members in 2020.

From January 1 to June 30, ACEC/PAC made 204 contributions totaling $503,200 to 145 candidates in 38 states.

Chuy Garcia, D-Ill., at an ACEC/PAC event in Chicago at the 2019 Fall Conference

ACEC/PAC ANNUAL FUNDRAISING TOTALS



Total $7,399,782

THANK YOU TO ACEC/PAC'S BIGGEST FIRM SUPPORTERS IN 2019!

$10,000+ ACEC/PAC Contributors based on combined employee and PAC to PAC donations

Kimley-Horn and Associates, Inc.
$35,565

HDR
$22,870

HNTB Corporation
$19,675

KCI Technologies, Inc.
$15,515

WSP USA
$14,995

Jaros, Baum & Bolles
$13,355

Alfred Benesch & Company
$12,950

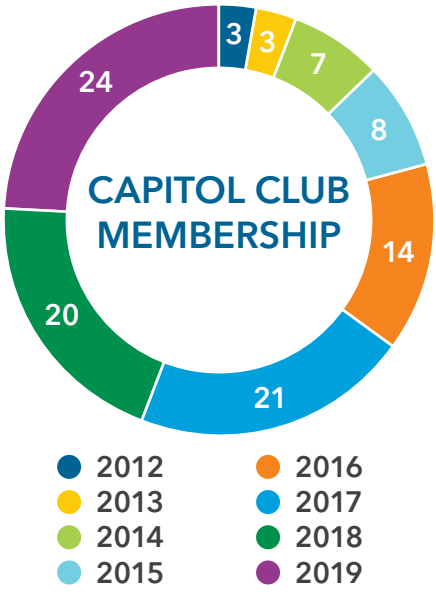
Michael Baker International
$12,080

Stantec
$11,792

TranSystems Corporation
$10,640

NOVA Engineering and Environmental
$10,600

CHA
$10,340



Democratic presidential nominee Joe Biden listens to Mitch Simpler at the Moving America Forward forum in Las Vegas

ACEC branding at the presidential forum

TELLING OUR STORY

The Council combined its previous Member Communications' expertise with a new expansive Council vision, spearheaded by Vice President Jeff Urbanchuk, in the creation of a new Communications and Marketing Department.

The department's mission is to further enhance ACEC's communications program to boost the Council's profile to important external stakeholders.

The addition of a dedicated marketing professional, Veronica Purvis, CAE, has already taken ACEC's communication efforts to new heights.

A highlight of the Council's new communications vision was ACEC co-hosting the first *Candidate Infrastructure Forum: Moving America Forward.* The event featured four leading Democratic presidential candidates, including 2020 Democratic nominee Joe Biden, who shared their plans for future infrastructure investment. Other panelists were Senator Amy Klobuchar, D-Minn., former South Bend, Ind., Mayor Pete Buttigieg, and billionaire businessman Tom Steyer. The program featured ACEC branding to a national audience and the Council was referenced in media outlets such as the *Wall Street Journal, Engineering News-Record,* and *Roads & Bridges* magazine.

ACEC's podcast, *Engineering Influence,* also surged in popularity throughout 2019 and into 2020, helping establish the Council as the industry's hub for thought leadership. Since July 1, 2019, 71 podcasts have been aired featuring leading Council and industry leaders, and Capitol Hill legislators. The podcast has been downloaded more than 13,000 times since 2019.

Other Communications and Marketing achievements include:

- Dramatically enhanced social media presence with increased postings on Twitter, LinkedIn and Facebook
- Established an in-depth Member Organization feature profile in *Engineering Inc.*
- Expanded coverage of National Engineers Week activities by Member Organizations and firms in *Engineering Inc.* and the *Last Word Blog*
- Expanded ACEC's internal video production capacity resulting in videos to promote the strategic plan, the Chair Emeritus Award, ACEC Coalitions, the ACEC Research Institute, and conference exhibitors.

ENGINEERING INFLUENCE

ENGINEERING INFLUENCE PODCASTS HAVE BEEN DOWNLOADED MORE THAN 13,000 TIMES AND LISTENED TO FOR 174 HOURS SINCE JUNE 2019

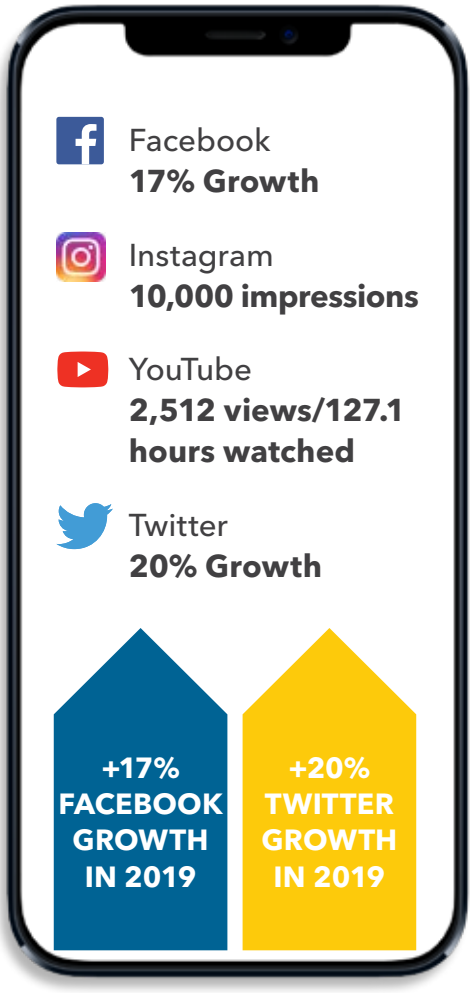
ACEC podcast booth at the 2019 Fall Conference

ACEC interviews Rep. Bruce Westerman, R-Ark., for the Engineering Influence podcast

Rep. Cheri Bustos, D-Ill.

Rep. Dina Titus, D-Nev.

Dave Gockel, president & CEO, Langan Engineering



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GROWING THOUGHT LEADERSHIP

ACEC RESEARCH INSTITUTE

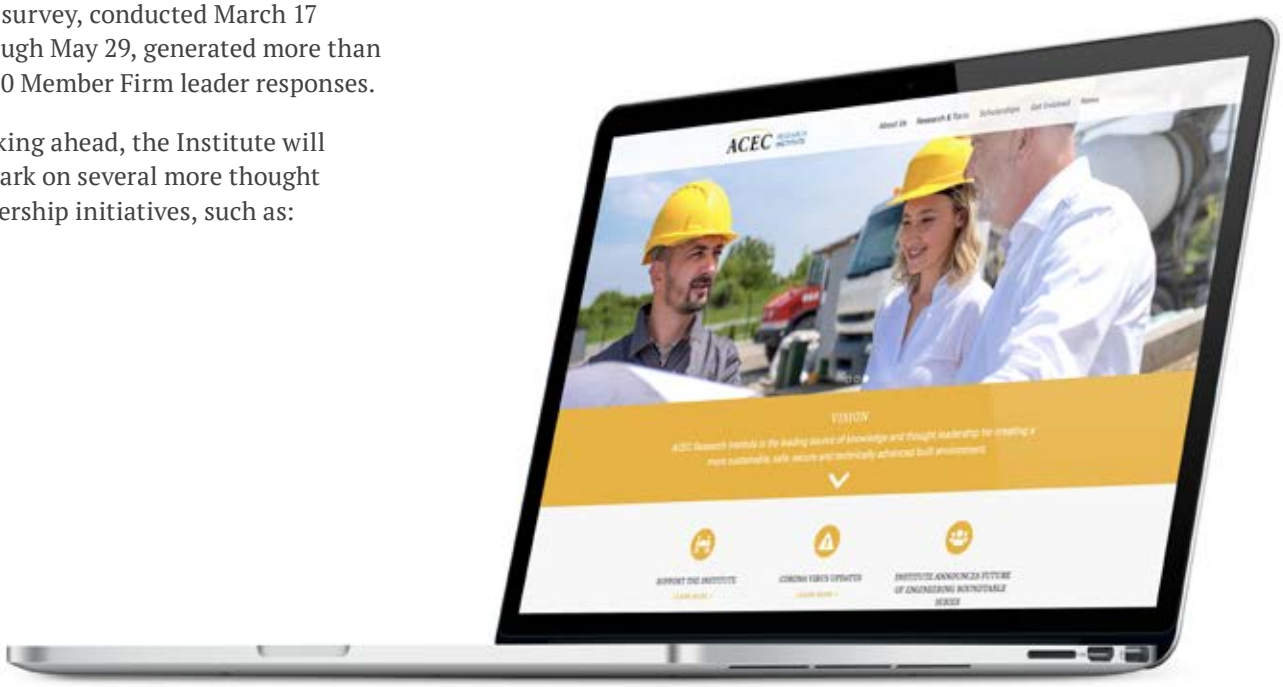
After its official launch in April 2020, the new ACEC Research Institute, formerly the Research and Management Foundation, wasted little time in fulfilling its mission of becoming the industry's leading source of knowledge, research and thought leadership for creating a more sustainable, safe, secure and technically advanced built environment.

Led by its Chairman, John Carrato, president and CEO of Alfred Benesch & Company, and Vice Chair Michael J. Carragher, president and CEO of VHB, the 12-member Institute board first collaborated with FMI Capital Advisors on a survey on ownership transition, which revealed engineering firm owners believe they are better prepared for ownership transition and management succession than they actually are.

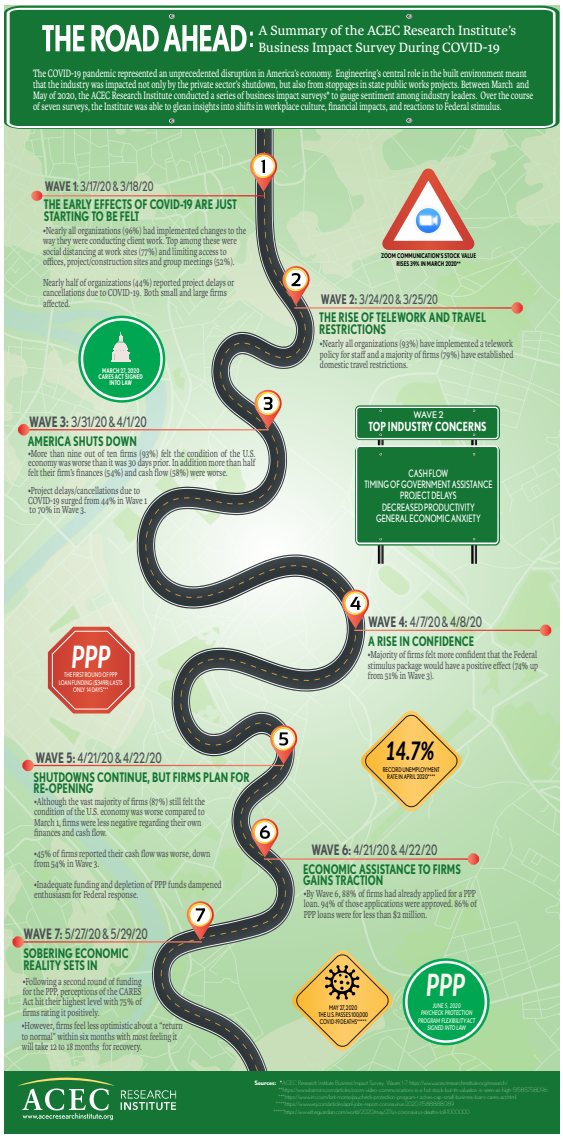
That initiative was followed by a comprehensive seven-part survey on COVID-19's impact on the industry. The survey, conducted March 17 through May 29, generated more than 4,200 Member Firm leader responses.

Looking ahead, the Institute will embark on several more thought leadership initiatives, such as:

- **QBS:** An update of the initial QBS project completed in 2009 through a quantitative analysis and expansion to include local governments, as well as provide case studies.
- **Design/Build:** An examination of the D/B project delivery process and development of metrics.
- **Industry Census:** This project will provide a thorough understanding of the market and a set of key metrics for ACEC and its members. It will also provide members industry benchmarking statistics, which they can use to target new markets, anticipate market risks, and compare own-company performance.
- **Economic Impact:** A comprehensive measure of the industry's contribution to the national economy. This report will break out the industry's economic impact into its direct, indirect (supply chain), and induced (income/ripple effect) components.



MORE THAN 4,200 MEMBER FIRM LEADERS PROVIDED RESPONSES TO THE INSTITUTE'S SEVEN-PART COVID-19 BUSINESS IMPACT SURVEY



Research Institute Board Chair John Carrato and Vice Chair Mike Carragher

PRIVATE MARKETS

Commercial & Residential Real Estate

Energy & Utilities

Intermodal & Logistics

Economic Outlook

Health Care & Science+ Technology

Public-Private Partnerships (P3s)

Private Industry Briefs & 'Private Side' Column:

This past year **ACEC published seven Private Industry Briefs which give a comprehensive market analysis** of the various sectors of private-industry work in which ACEC Member Firms engage.

This was the sophomore year of the briefs (the series began in 2018), and each issue continues to feature five key trends for the year, market overviews, connections to ACEC's advocacy work, and business development insights. In 2019 additional briefs focused on the economy were added to the line-up. *Engineering Inc.'s* Private Side column—which also premiered in 2019—featured timely topics connected to the key markets in ACEC's quarterly publication.

Private Markets Dialogue and Idea Exchange:

With private-sector markets changing rapidly due to the COVID-19 pandemic and recession, ACEC began hosting Private/Vertical Market Virtual Roundtables in the spring of 2020. The roundtables complement ACEC's in-person panels and discussions held at our Fall Conference and Annual Convention. The fall 2019 panel **Healthcare Design for the Future: Baby Boomers, Telehealth and the "Retailing" of Facilities** featured perspectives from a developer, owner, and ACEC Member Firms active in the healthcare market, as well as engaged questions and a discussion from session attendees.

Understanding & Tracking the Industry:

For the A/E industry 2020 started off very strong. Firm revenues reached nearly $90 billion in the fourth quarter of 2019—an all-time high—and that pace continued into March 2020, according to U.S. Census Bureau estimates.

Few predicted that a global public health crisis would suddenly halt the longest economic expansion on record. ACEC—largely through the Private Industry Briefs and its other communication channels—is committed to continuing to track closely and inform its membership on the market and economic forces contributing to change and opportunity during this uncertain time.

TOP 10 TRENDS FOR 2019-2020 ACROSS PRIVATE INDUSTRY MARKETS

As Analyzed in ACEC's Private Industry Briefs

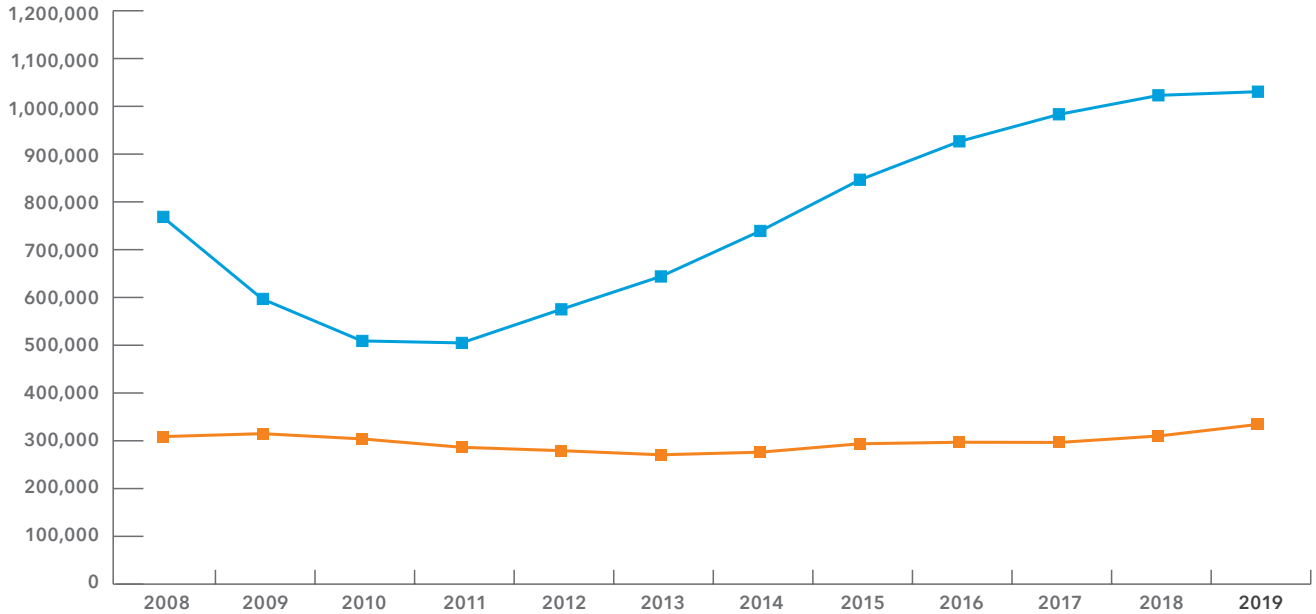
1. Industrial Gets Urban as E-Commerce Grows
2. Cities and States Lead on Climate Change
3. Retail Real Estate is Re-imagined
4. Southeastern U.S. Ports Grow the Fastest
5. Designing for a Post-Pandemic Building
6. Demographics Support Continued Health Care Growth
7. Movement Towards '18-hour' (Mid-Size) Cities
8. Natural Gas Continues Surge; U.S. Becomes a Net Energy Exporter
9. Developers Focus on Life Science Facilities
10. Opportunity Zone Anticipation

Magnusson Klemencic
Amazon Urban Neighborhood
2020 EEA Grand Award winning project

Mueser Rutledge Consulting Engineers
Columbia University's Manhattanville Campus
2020 EEA Honor Award winning project

The engineering and construction market is dynamic; in 2019 there was about $1.3 trillion spent on construction put-in-place, with $544 billion spent for residential projects, $486 billion for private-sector projects, and $334 billion for public projects. The chart below details non-residential 2019 spending.

ANNUAL VALUE OF CONSTRUCTION PUT-IN-PLACE 2008–2019
(MILLIONS OF DOLLARS)



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Private	768,612	596,872	508,998	504,830	575,091	643,900	739,164	846,394	926,698	983,302	1,023,016	1,030,704
Public	308,738	314,895	303,966	286,407	279,311	270,682	276,128	293,768	296,972	296,539	310,167	334,433

"I speak for all of us at POWER in saying 'thanks' to all of you at ACEC. It's times like these that help the value of our relationships really shine through."

Jim Haynes
CAO/EVP
POWER Engineering

THE ACEC FEDERATION: OUR GREATEST STRENGTH

ACEC Ohio

ACEC ILLINOIS

ACEC Illinois worked with the governor's office, legislative leaders and agency directors to ensure the $45 billion Rebuild Illinois Capital Program continued without delay during the initial stages of the state's COVID stay at home order. Also, ACEC Illinois worked with a coalition of business groups that successfully forced the reversal of an onerous rule that would have required employers to pay workers' compensation benefits if an employee is diagnosed with COVID-19 without proof the illness was contracted at the workplace.

ACEC INDIANA

In the fall of 2020, ACEC Indiana will host its 15th Annual Prime Consultants and Diversity Businesses Networking Fair & Reception. Years ago, ACEC Indiana heeded the call to increase diversity within the business community.

One of ACEC Indiana's key on-going strategic initiatives is to expand inclusiveness within the consulting engineering profession and in its business partners. As part of this commitment, a Diversity & Inclusion Committee was established and planned the first Networking Fair in 2005. The event continues to grow and is vital to expand the inclusiveness of the consulting engineering community.

ACEC OHIO

ACEC Ohio graduated its first class of Rising Leaders, young professionals from 20 different Member Firms learning the softer skills of management. ACEC Ohio continued its professional forums for the second year with HR, IT and Finance professionals. The MO also added a CEO Forum in 2019–20 with succession planning plus added "discipline" forums with separate forums for Energy, Water and Private Sector.

ACEC Ohio also published a resource guide titled "What Public Officials Need to Know About Planning and Delivering Public Works Projects." ACEC Ohio continued to advocate for an indemnification bill, design professional lien bill and fought against occupational licensure in the legislature.

ACEC Oregon

ACEC OREGON

ACEC Oregon held two very well attended and successful events, the Oregon Fall Conference and Engineering Excellence Awards dinner. In addition, there were outstanding participants in the Leadership Development series—the future is in good hands.

ACEC COLORADO

Bills that ACEC Colorado was involved in and that were killed included: a bill that would have increased our statute of limitations from 6 to 10 years for construction defects and a bill that would have indefinitely postponed arbitration rules used to settle construction defects claims.

AFTER SEVERAL MEETINGS, THE WORKFORCE SAFETY PLAN COVID-19 WAS FINALIZED. USDOT PRAISED SCDOT FOR BEING THE FIRST STATE TO HAVE A FINALIZED PLAN.

ACEC-SC

When the South Carolina Department of Transportation (SCDOT) saw the coming impact of a global pandemic, it sprang into action. SCDOT and its industry partners realized they needed to establish parameters so important work could continue.

SCDOT, ACEC-SC, the Carolinas AGC, and the South Carolina Asphalt Paving Association (SCAPA) started virtually meeting on March 23, 2020, to discuss what precautions needed to be considered, and what protocols needed to be followed. SCDOT senior staff, the executive directors of each group, and one member per group repeatedly met to iron out the details. They discussed how to keep workers safe, deal with a positive COVID-19 test, and what steps should be followed to keep work sites open.

After several meetings, the Workforce Safety Plan COVID-19 was finalized. USDOT praised SCDOT for being the first state to have a finalized plan.

THE 2020 ACEC/MS ENGINEERING EXCELLENCE AWARDS BANQUET WAS A RESOUNDING SUCCESS SETTING A RECORD FOR THE MOST PROJECT SUBMITTALS IN THE MO'S HISTORY

ACEC/MS

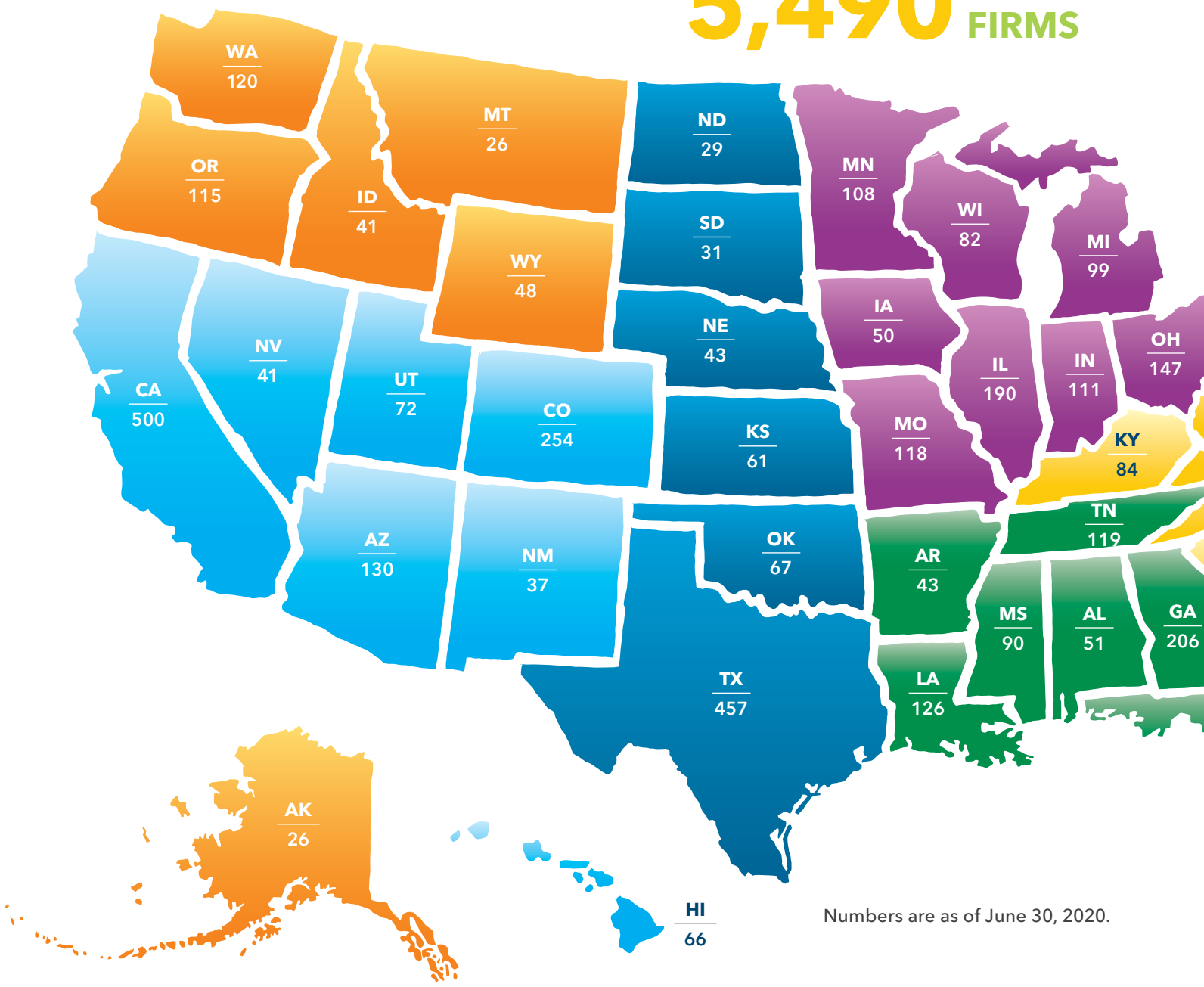
ACEC/MS

The 2020 ACEC/MS Engineering Excellence Awards Banquet was a resounding success setting a record for the most project submittals in the MO's history. The banquet was held at the prestigious Railroad District Building in downtown Jackson on February 13. Over 140 people attended, also a record, including many elected officials and dignitaries from around the state. Following the memorable evening, ACEC/MS hosted its annual Capitol Day. All project boards lined the hallways of the picturesque and historic Mississippi State Capitol Building where members of the Legislature viewed and favorably commented on all our outstanding projects.

MEMBER FIRMS BY STATE

FY2020 ACEC MEMBERSHIP EQUALED

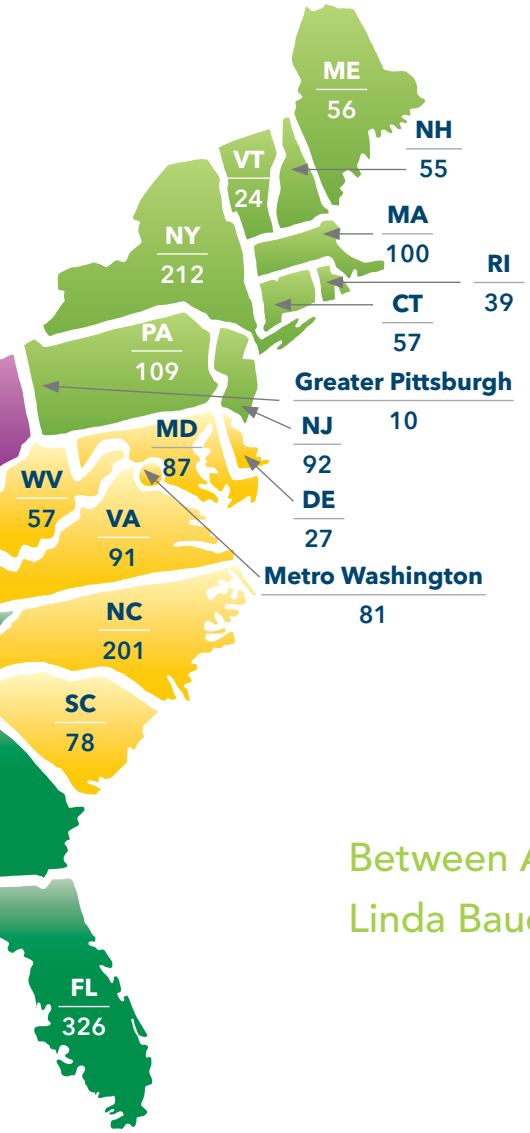
5,490 MEMBER FIRMS



Numbers are as of June 30, 2020.

ONE-THIRD OF OUR MEMBERS HAVE BEEN WITH US FOR **20+ YEARS**

ACEC MEMBER ORGANIZATIONS



ALABAMA	51	MISSOURI	118
ALASKA	26	MONTANA	26
ARIZONA	130	NEBRASKA	43
ARKANSAS	43	NEVADA	41
CALIFORNIA	500	NEW HAMPSHIRE	55
COLORADO	254	NEW JERSEY	92
CONNECTICUT	57	NEW MEXICO	37
DELAWARE	27	NEW YORK	212
FLORIDA	326	NORTH CAROLINA	201
GEORGIA	206	NORTH DAKOTA	29
GREATER PITTSBURGH	10	OHIO	147
HAWAII	66	OKLAHOMA	67
IDAHO	41	OREGON	115
ILLINOIS	190	PENNSYLVANIA	109
INDIANA	111	RHODE ISLAND	39
IOWA	50	SOUTH CAROLINA	78
KANSAS	61	SOUTH DAKOTA	31
KENTUCKY	84	TENNESSEE	119
LOUISIANA	126	TEXAS	457
MAINE	56	UTAH	72
MARYLAND	87	VERMONT	24
MASSACHUSETTS	100	VIRGINIA	91
METRO WASHINGTON	81	WASHINGTON	120
MICHIGAN	99	WEST VIRGINIA	57
MINNESOTA	108	WISCONSIN	82
MISSISSIPPI	90	WYOMING	48

Between April and June 2020, ACEC's President and CEO, Linda Bauer Darr, participated in seven virtual state meetings.

OVER HALF
(53 PERCENT) FOR
10+
YEARS

VIRTUAL MEETINGS IN 2020:

APRIL 3	NY
MAY 6	IL
MAY 19	SD W/ SENATOR THUNE
MAY 20	SC W/ SENATOR GRAHAM
JUNE 3	METRO WASHINGTON
JUNE 19	HOUSTON
JUNE 24	UTAH

2020–2021 EXECUTIVE COMMITTEE MEMBERS

CHAIR
Charles J. Gozdziewski
Hardesty & Hanover
New York, New York

PRESIDENT AND CEO
Linda Bauer Darr
American Council of Engineering Companies
Washington, D.C.

CHAIR-ELECT
Robin S. Greenleaf
Architectural Engineers, Inc.
Boston, Massachusetts

SENIOR VICE CHAIR
Keith A. London
Kennedy/Jenks Consultants
Murrieta, California

VICE CHAIRS
Edmond D. Alizadeh
Geotechnology, Inc.
St. Louis, Missouri

John L. Carrato
Alfred Benesch & Company
Chicago, Illinois

Michael F. Cooper
Harley Ellis Devereaux
Southfield, Michigan

Matthew P. Hirst
CRS Consulting Engineers, Inc.
Salt Lake City, Utah

Gary W. Raba
Raba Kistner, Inc.
San Antonio, Texas

Kenneth Wm. Smith
T. Baker Smith
Houma, Louisiana

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Mitchel W. Simpler
Jaros, Baum & Bolles
New York, New York

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James A. Smith
ACEC/NC
Raleigh, North Carolina

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Renee Casillas
Executive Director

ACEC Alaska
Dennis Berry
Executive Director

ACEC Arizona
Justan Rice
President

ACEC Arkansas
Angie Cooper
Executive Director

ACEC California
Brad Diede
Executive Director

ACEC Colorado
Marilen Reimer
Executive Director

ACEC-CT
Tricia Priebe
Executive Director

ACEC/Delaware
Kim Willson
Executive Director

ACEC-FL
Allen Douglas
Executive Director

ACEC Georgia
Michael Sullivan
President & CEO

ACEC/Greater Pittsburgh
Richard Petrie
Executive Director

ACECHawaii
Ginny Wright
Executive Director

ACEC of Idaho
Teri Ottens
Executive Director

ACEC Illinois
Kevin Artl
President & CEO

ACEC Indiana
Beth Bauer
Executive Director

ACEC/Iowa
David Scott
Executive Director

ACEC Kansas
Scott Heidner
Executive Director

ACEC-KY
Russell Romine
Executive Director

ACEC of Louisiana
Doreen Brasseaux
President & CEO

ACEC of Maine
Shelly Dennis
Executive Director

ACEC/MD
Jim Otradovec
Executive Director

ACEC/MA
Abbie Goodman
Executive Director

ACEC/MW
Hugh Cannon
Executive Director

ACEC/Michigan
Ronald Brenke
Executive Director

ACEC/MN
Jonathan Curry
Executive Director

ACEC/MS
Craig Carter
Executive Director

ACEC/Missouri
Bruce Wylie
President & CEO

ACEC-Montana
Jay Skoog
Executive Director

ACEC Nebraska
Jeanne McClure
Executive Director

ACEC Nevada
Dawn Miller
Executive Director

ACEC-NH
Alex Koutroubas
Executive Director

ACEC of New Jersey
Joseph Fiordaliso
President

ACEC New Mexico
Dawn Tibbetts
Executive Director

ACEC New York
Jay Simson
President & CEO

ACEC/NC
James Smith
Executive Director

ACEC North Dakota
Bonnie Staiger
Executive Director

ACEC Ohio
Beth Easterday
President

ACEC OKLAHOMA
James Sullins
President & CEO

ACEC Oregon
Alison Davis
Executive Director

ACEC/PA
Leeann Sherman
Executive Director

ACEC-RI
Marcel Valois
Executive Director

ACEC-SC
Adam Jones
Executive Director

ACEC of South Dakota
Nancy Hoines
Executive Director

ACEC Tennessee
Kasey Anderson
Executive Director

ACEC Texas
Peyton McKnight
President

ACEC Utah
Michael Smith
Executive Director

ACEC of Vermont
Brendan Cosgrove
Executive Director

ACEC Virginia
Nancy Israel
Executive Director

ACEC Washington
Van Collins
President & CEO

ACECWV
Michael Haid
Executive Director

ACEC Wisconsin
Chris Klein
President/Executive Director

ACEC-Wyoming
Gary Grigsby
Executive Director

2019 FALL CONFERENCE

DELIVERS MEMORABLE SPEAKERS, ASTUTE BUSINESS STRATEGIES

The nearly 1,000 ACEC members who attended the 2019 Fall Conference in Chicago enjoyed nationally renowned speakers—each sharing a compelling story—along with more than 30 forward-looking business management sessions, several exciting new Conference events, and the Windy City attractions.

Anirban Basu, chairman & CEO, Sage Policy Group, Inc., at the 2019 Fall Conference in Chicago

Held at the Sheraton Grand Chicago, the Conference included C-level roundtables for CEOs, CFOs and CIOs, and the annual Awards Luncheon.

Featured speakers included Keller Rinaudo, CEO of Zipline; *Washington Post* Reporter Robert Costa; Economist Anirban Basu and Motivational Speaker Sekou Andrews, with insights into the upcoming 2020 election, innovative drone technology to deliver medical supplies to third-world countries, how opposite U.S. political agendas may negatively impact the economy, and how disruption can lead to business growth.

A highlight of the Fall Conference was the Board of Directors unanimous approval of the Council's new strategic plan, which Mitch Simpler called a "bold and audacious" path forward that more effectively positions the Council as the industry's thought leader.

Other Fall Conference Highlights included:

- The Board approved a $250,000 Minuteman Fund grant to the ACEC Research and Management Foundation (now the ACEC Research Institute) to fund an updated Qualifications-Based Selection (QBS) study.
- Greg Kelly, former WSP USA president and CEO, received the 2019 Chair Emeritus Award, which is presented to a volunteer who, in the judgment of ACEC's past chairmen, has provided outstanding service and support to the Council.

ACEC Fall Conference 2019 Exhibitor Brayn Consulting

Keller Rinaudo, founder and CEO, Zipline, at the 2019 ACEC Fall Conference in Chicago

ACEC Board Chair-elect Charlie Gozdziewski, and ACEC President and CEO Linda Bauer Darr with Robert Costa, national political reporter for *The Washington Post*

EDUCATION

The Business of Design Consulting (BDC)—As one of the Council's benchmark management training programs, the Business of Design Consulting (BDC) seminar had a 9 percent increase in attendance this year with 38 participants at the March training event held in New Orleans. The training is intended for members transitioning from technical expertise to business management.

Pathways to Executive Leadership—the six-month professional development program—is now in Class Four with 24 participants. Intended for mid-career professionals, the Pathways program focuses on building client relationships, exploring personal mastery, and recognizing industry trends. Class Five will launch in 2020.

ACEC's premier leadership program, the **Senior Executives Institute (SEI)**, continues to grow with 28 firm executives participating in Class 24 and 28 executives in Class 28, representing 44 nationwide firms.

ACEC presented 112 online classes during the year and has more than 260 On-Demand classes available for download.

While paid member participation in online classes decreased because of industry adjustments to the pandemic, downloads of online classes increased by 21 percent. Furthermore, free online COVID-19 classes offered between March and June were viewed by more than 7,600 attendee sites. In adhering to the Council's strategic plan goals of increasing member engagement and assuring that young industry professionals realize how Member Firms truly make a difference, ACEC recently launched the **Young Professionals Forum** for early-career engineers to connect and learn business practices, follow industry trends, and explore the path to running a firm in conjunction with state-led activities.

Pathways Class at 2019 Fall Conference

24

COALITIONS AND FORUMS

2019 ACEC Small Firm Coalition Winter Meeting

Coalition members remain among the most active in ACEC programs. While they represent less than 20 percent of the entire spectrum of unique ACEC Member Firms, they account for 55 percent of 2019 ACEC/PAC contributions (a 3 percent increase over last year), and 42 percent of major PAC donors. They also make up 30 percent of conference attendees.

In February, Coalitions put on their first true member meeting with roundtable sessions, education focusing on ethics/BIM methodologies, and an update on the new ACEC strategic plan from ACEC President and CEO Linda Bauer Darr. Also included were strategic sessions for CAMEE, CASE, COPS and Land Development.

Coalition members have free access to a library of content, which features 13 new/updated publications released during the year, bringing the overall number of Coalition publications available to 154.

Coalition Chair Matt Murello of Lewis S. Goodfriend & Associates and Immediate Past Chair Kevin Peterson, of P2S, were also featured in an ACEC Engineering Influence podcast about the Coalitions' 2020 advocacy agenda, recruitment efforts, publications, and their exceptional impact on ACEC/PAC fundraising.

- Finance Forum: **344 MEMBERS**
- Human Resources Forum: **473 MEMBERS**
- IT Forum: **407 MEMBERS**
- Legal Counsel Forum: **288 MEMBERS**
- Sales & Marketing Forum: **256 MEMBERS**
- HR, IT and Finance Forums: **PARTICIPATION INCREASED BY 22 PERCENT**

75 FIRMS	Coalition of American Mechanical & Electrical Engineers (CAMEE)
151 FIRMS	Coalition of American Structural Engineers (CASE)
145 FIRMS	Coalition of Professional Surveyors (COPS)
60 FIRMS	Design Professionals Coalition (DPC)
45 FIRMS	Geoprofessional Coalition (GEO)
90 FIRMS	Land Development Coalition (LDC)
184 FIRMS	Small Firm Coalition (SFC)

"Regardless of size, all engineering firms must be agile and plan for the long-term. That's where ACEC comes into play. Coalitions play an important role in Council activity. They allow executives to share best practices, trade insights with their peers and test concepts. There's no other place like it for leaders to sharpen their competitive edge."

Matt Murello
Chair, ACEC Coalitions

COALITIONS

- **750 ACEC MEMBER FIRMS** now participate in **ACEC'S SEVEN COALITIONS**, in which firms in the same practice area or size share knowledge and best practices to enhance operation and improve firm profitability.
- **ACEC COALITION MEMBERSHIP** has **INCREASED 33 PERCENT** since 2013.
- In 2019, **MORE THAN 450 COALITION MEMBERS** attended three ACEC Coalition meetings and the two National conferences.

"With the changes brought on by the coronavirus pandemic, the ACEC team has a new bull's eye almost daily—and still they reliably observe, assess, and communicate to the A/E community."

W. Arthur Barrett, PE
Senior Vice President
Gannett Fleming, Inc.

CALL TO GIVE

CHALLENGE

By early 2020, implementation of the strategic plan was proceeding across the organization. New programs for in-person training of MO staff and ExCom were underway. The Council's prominence was being raised through political events at the ACEC townhouse with key lawmakers. The Council was gaining attention in national politics and plans were being made for the Council to have a presence at both national political conventions. No one could have foreseen the disruption that lay ahead with the global spread of the novel coronavirus.

COVID-19 sent shockwaves of uncertainty throughout the nation. The economic shutdown that followed was unprecedented in its scope and impact. Immediately, ACEC pivoted to crisis response and focused all of its resources towards communication, education and advocacy on behalf of our members and the industry.

The Council's work in the preceding months to define its strategic vision and strengthen the federation's connection among NAECE and MO executives enabled it to respond effectively to the crisis.

NO ONE COULD HAVE FORESEEN THE DISRUPTION THAT LAY AHEAD WITH THE GLOBAL SPREAD OF THE NOVEL CORONAVIRUS

R3 ACEC
American Council of Engineering Companies
Rescue/Recover/Rebuild

Examples of webinars, podcasts and other activities from the R3 program

ACEC Indiana meets virtually with Senator Braun as part of the R3 advocacy campaign

ACEC COVID-19 RESPONSE TIMELINE:

DECEMBER 31, 2019: Government officials in Wuhan, China, confirmed dozens of cases of pneumonia of unknown cause. It would later be confirmed as COVID-19.

JANUARY 21, 2020: The first American case of COVID-19 is reported in Snohomish County, Washington State.

In response to the business impacts of COVID-19, the ACEC Board approved a plan to forego the previously scheduled CPI dues adjustment for FY2021 during its virtual meeting on April 25, 2020.

MARCH 11, 2020: WHO declares COVID-19 a global pandemic.

MARCH 13, 2020: ACEC launches efforts to provide support to members through advocacy, free webinars, surveys, roundtables, and a Coronavirus Resource Page as a clearinghouse for COVID-19 information.

MARCH 22, 2020: The results of the first wave of the ACEC Research Institute's Business Impact Survey are released finding nearly half of responding firms reporting project delays or cancellations due to COVID-19.

MARCH 23, 2020: ACEC launches its Coronavirus Impact Forum online community for members to share their experiences responding to office closures and pandemic-related business impacts.

NOTE: Spanning April to the end of June 2020 under the R3 brand:

ACEC members hold Zoom meetings with lawmakers and send messages to Congress urging immediate action on infrastructure. By the end of June 2020, ACEC grassroots advocates sent 6,700 messages to Congress and held more than 150 Zoom meetings with members of the House and Senate.

APRIL 7, 2020: With a new focus on COVID-19-related content, ACEC's podcast, Engineering Influence, exceeds 10,000 downloads.

APRIL 15, 2020: ACEC President and CEO Linda Bauer Darr named to White House Great American Economic Revival working group.

APRIL 25, 2020: In a first, ACEC cancels its in-person Annual Spring Convention and Legislative Summit and holds its first virtual Board of Directors meeting.

MAY 11, 2020: ACEC launches the Rescue/Recover/Rebuild (R3) grassroots advocacy website focused on financial assistance for firms struggling with cash flow and a recovery based on economic stimulus through investments in infrastructure. ACEC urges action on legislation to improve resilience, authorize critical water infrastructure projects, and incentivize private investment.

659

PEOPLE ATTENDED THE WEBINAR "COVID-19 LEGISLATION: WHAT EMPLOYERS NEED TO KNOW"

ACEC GRASSROOTS ADVOCATES HAVE SENT

6,700

MESSAGES TO CAPITOL HILL AS PART OF THE R3 CAMPAIGN

MAY 13, 2020: ACEC launches the R3 education program, offering sponsored COVID-19-related webinars, roundtables and other events free of charge to both members and non-members.

MAY 30, 2020: The results of the seventh and final wave of the ACEC Research Institute's Business Impact Survey are released showing that in the two months since the first survey, the majority (47 percent) of Member Firms felt it would take 12 to 18 months for a "return to normal."

JUNE 5, 2020: Responding to growing calls for social justice, ACEC releases a statement on Diversity and Inclusion in the engineering industry.

Between April and June 2020, ACEC's President and CEO, Linda Bauer Darr, participated in seven virtual state meetings.

JUNE 18, 2020: The ACEC Research Institute holds the first of three expert roundtables on the future of engineering in a post-COVID-19 business environment. The first panel explores the potential impact of new technology on the engineering industry, drawing over 400 attendees.

FINDINGS THROUGH RESEARCH BY THE NEW ACEC RESEARCH INSTITUTE REVEALED SIGNIFICANT INDUSTRY CHARACTERISTICS AND PERSPECTIVES BY INDUSTRY LEADERS.

NEARLY NINE OUT OF 10 ENGINEERING FIRMS (88 PERCENT) APPLIED FOR THE SMALL BUSINESS ADMINISTRATION (SBA) PAYCHECK PROTECTION PROGRAM (PPP), AND NEARLY ALL (94 PERCENT) WERE APPROVED.

NINE OUT OF 10 MEMBER FIRMS THAT APPLIED FOR A PPP LOAN SECURED APPROVAL FOR A LOAN

JUNE 18, 2020: ACEC releases its Guide for Returning to the Office and the Job Site.

JUNE 25, 2020: The ACEC Research Institute holds its second panel on "The Buildings We Live and Work In," focused on the future of post-COVID-19 office and residential construction. While panelists agree the office will make a comeback, they note that the pandemic will create lasting changes to how people live and work.

JUNE 2020: More than 5,439 ACEC members had taken advantage of ACEC virtual platforms providing insights on recovery strategy, workforce best practices in the new normal, and anticipating the future considering the broad range of impacts from the pandemic.

BRE HELD 15 ROUNDTABLES WITH A TOTAL OF 1,329 PARTICIPANTS, AND 29 WEBINARS FOR A TOTAL OF 5,439 PARTICIPANTS.

- **LARGE FIRM ROUNDTABLE** 279
- **MEDIUM FIRM ROUNDTABLE** 369
- **SMALL FIRM ROUNDTABLE** 406
- **PRIVATE/VERTICAL ROUNDTABLE** 196
- **YOUNG PROFESSIONAL ROUNDTABLE** 79

GRASSROOTS ADVOCATES HAVE HELD MORE THAN 150 ZOOM MEETINGS WITH LAWMAKERS

Between March and June of 2020, ACEC organized 21 calls with MO Executives to discuss COVID-19 response and impacts.

FROM OUR MEMBERS

Beth [Easterday], you and your team have done a great job of getting the information out. ACEC National was also a great resource. Our firm has applied for the Payroll Protection Loan. We will see how that works out. We have also applied and been accepted in the shared work program thanks to your information. Just want you to know we appreciate ACEC Ohio and National's effort though this crisis.

Jim Cicero
President, Karpinski Engineering

I appreciate the efforts of ACEC. Our commitment to you is unwavering.

Robert Scaer
CEO, Gannett Fleming

Thanks again for all your work. I tell everyone that ACEC is the best run organization we belong to.

Thomas J. Collins
Executive Chairman, Collins Engineers

We have appreciated knowing that ACEC is still watching out for our business. Thank you for all you do, and your efforts to protect our businesses.

David Alter, PE
Principal, POWER Engineering

I am so impressed with how ACEC is helping us all. I continue to be touched by how much you all care about our businesses.

Lauren Evans, PE ENV, SP
President, Pinyon Environmental, Inc.

ACEC has been a fantastic resource over the past few weeks. The level of effort to provide timely and thorough information has been tremendous and truly appreciated.

Christine E. Drage, Esq.
Partner, Weil & Drage

A big thanks to everyone on the Tax and Regulatory Affairs Committee, and to all the ACEC staff who provide great information on the laws and guidance documents. I attribute our (Paycheck Protection Program) loan acceptance and approval to ACEC.

Ralph Guida, IV
President, Guida Surveying, Inc.

With this recent turn of events, you and your team's response has been outstanding and greatly appreciated. I can only imagine what it's been like for you all to keep up. I just wanted to take this opportunity to say thank you.

Karen Friese, PE
President, K. Friese & Associates

FINANCIALS

ACEC was able to weather disruptions caused by COVID-19 because of sound financial decisions made by its leadership.

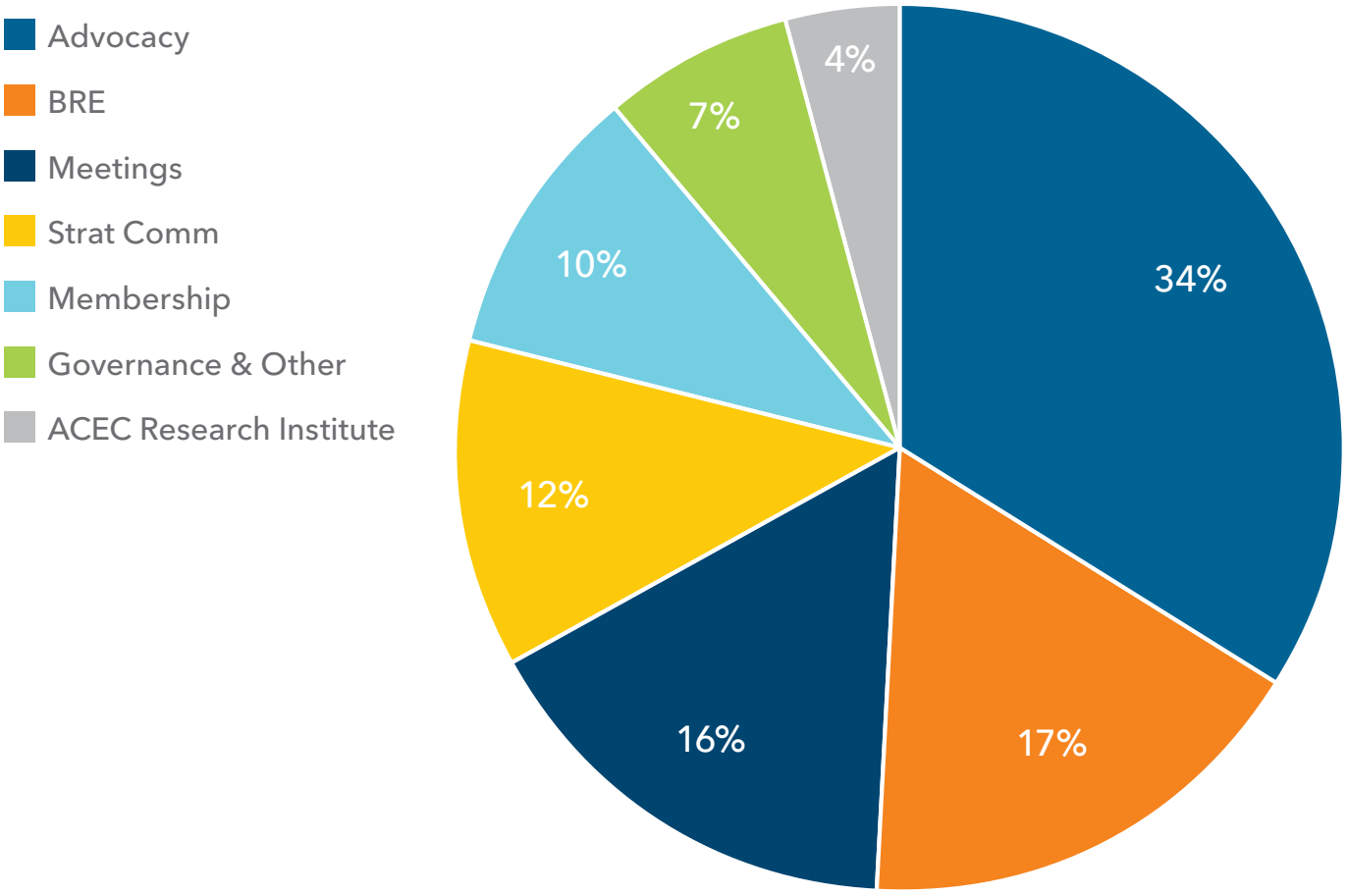
Despite a reduction in non-dues revenue due to government restrictions on in-person events, the Council was able to continue to prioritize its core advocacy, strategic communications and member services programs.

ACEC National made the strategic decision early in 2020 to prioritize the immediate needs of Member Firms and Member Organizations by providing a variety of free business services focused on helping the engineering industry respond to the unprecedented financial and operational challenges caused by the pandemic. These resources represented a much-needed source of information when it mattered most on an array of topics such as risk management and how firms could take advantage of the CARES Act and the PPP loan program.

While absorbing the effects of the pandemic, ACEC has been able to:

- **Balance its budget**
- **Maintain investments in advocacy and other core programs**
- **Provide financial support for the ACEC Research Institute**
- **41% in budget reserves**

OVERVIEW OF ACEC PROGRAMS



MESSAGE FROM THE 2020-2021 ACEC CHAIR

Charles Gozdziewski

Dear Friends and Colleagues,

It is my honor and privilege to serve our industry as the ACEC Chair for 2020-2021. Despite the challenges we face due to the social and economic effects of COVID-19, I am confident that the Council is positioned to deliver results for our Member Firms like never before.

We are going through one of the most challenging times of our careers, but history has shown time and time again that engineers will turn challenges into solutions. Our industry provides essential value to society and our firms are working to design the projects that will help our nation recover from the economic effects of the pandemic.

The adversities we face—keeping cash flow available, shifting to a socially distant workplace, or navigating the various aid packages moving through Congress—all reinforce the importance of ACEC's mission.

ACEC is the only association dedicated to promoting the business of engineering.

Our infrastructure interests are promoted through ACEC/PAC, the largest PAC of its kind in the design/build environment that continuously ranks among the top 2 percent of all federal PACs. Our strength is the Council's federal advocacy program, which is reinforced among the states by our 52 Member Organizations. This is the true power of the ACEC federation—a nationwide advocacy network with a unified voice at every level of government.

We have already shown the power of that network in action during the virtual grassroots advocacy campaign we launched in the spring of 2020 as part of our Rescue/Recover/Rebuild program. The result of that effort saw the House of Representatives pass a long-anticipated surface reauthorization bill.

The time has never been better for our elected leaders to approve significant investments in America's infrastructure. It is ACEC's primary mission to educate those leaders to see the immense economic and social value that new infrastructure can yield. It is also the Council's responsibility to advocate for policies that encourage investment in the public institutions and critical infrastructure that ensure our quality of life.

Our industry is essential to the future of America. Our success is America's success.

My mission during my time as ACEC Chair is to remain relevant in these challenging times and ensure that the Council continues to grow as a trusted advisor to our elected leaders in Congress and in the White House. We will continue to grow our thought leadership through the ACEC Research Institute. Our political operations will bring stakeholders to *our* table and the advocacy program will continue to carry our message to Capitol Hill with targeted and effective communication support.

Together we will once again find solutions to the challenges we face and our industry will emerge better for it.

Sincerely,

Charles Gozdziewski

ACEC
American Council of Engineering Companies
1015 15th Street, NW, 8th Floor
Washington, DC 20005

ACEC
American Council of Engineering Companies

2019–2020 ANNUAL REPORT

STRATEGY | CONNECTION | CHALLENGE

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